GERMANTOWN VISION 2020



Germantown, Tennessee
October 2005

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STRATEGIC PLANNING MODEL FOR THE CITY OF GERMANTOWN

Strategic Planning Model for the City of Germantown

VISION 2020

"Desired Destination for our City"

MISSION

"Responsibilities of Our City"

VALUES

"How the City Should Operate"

GOALS

"Milestones for the Future"

PLAN

"Map to Our City's Destination"

Strategic Planning Model for the City of Germantown

VISION

Desired Destination for Our City

The vision is what Germantown wants to become in 2020, our preferred future as defined by value-based principles.

MISSION

Responsibilities of Our City

The mission is shaped by the purpose of City government, a service business defined by operational elements, challenges, opportunities, improvements and successes.

VALUES

How the City Should Operate

Our core values are the foundation for City government, defining a culture of action and accountability with performance standards guiding our behavior.

GOALS

Milestones for the Future

Goals define achievable outcomes for 5 years that fulfill the vision and by which we measure success.

PLAN

Map to Our City's Destination

The plan is a "road map" for the foreseeable future, defining objectives, strategies and actions that support the achievable goals. The Policy Agenda defines priority actions for the next year; the Management Agenda defines key actions for City administration.

GERMANTOWN VISION 2020

Germantown Vision 2020

GERMANTOWN

is a SAFE

FAMILY FRIENDLY

CITY which is a

COMMUNITY OF RESIDENTIAL NEIGHBORHOODS, has NATURAL AND DESIGNED BEAUTY, and provides EXCEPTIONAL LEISURE, CULTURAL and RECREATIONAL OPPORTUNITIES.

Our residents enjoy EXCELLENT SCHOOLS,
DIVERSE SHOPPING AND DINING CHOICES,
access to PREMIER HEALTHCARE
and EASE OF MOBILITY
to the Memphis region and the world.
BUSINESSES HAVE OPPORTUNITIES TO SUCCEED.

The community takes PRIDE IN GERMANTOWN.

Germantown Vision 2020 Guiding Principles

SAFE

▶ Means

- Police, Fire and Medical Services provide timely, professional responses to any emergency situation or call for service.
- 2. Police are visible in the neighborhoods, in public schools and on major corridors.
- 3. The City and community are trained and prepared for a natural or man-made disaster.
- Police, Fire and other safety-related employees are approachable and helpful, and work with residents and businesses to resolve safety-related problems.
- 5. Citizens share responsibility for community safety.

FAMILY FRIENDLY

▶ Means

- All family generations feel welcome in the City of Germantown.
- Services are readily available for citizens of all ages.
- 3. Housing types are available for all stages of life.
- Neighborhoods, schools and facilities are safe for children, seniors and families.
- 5. Quality family entertainment and leisure activities are available in the City.
- Neighborhoods have strong associations and encourage neighbors helping neighbors.

COMMUNITY OF RESIDENTIAL NEIGHBORHOODS

▶ Means

- Germantown is one community where our residents have a stronger sense of belonging and connectedness.
- Homeowners take responsibility for home and property maintenance.
- Neighborhood associations take responsibility for maintenance and upkeep of common open space.
- Neighborhood infrastructure is well maintained and upgraded, including streets, curbs, drainage system and sidewalks.
- 5. City controls rental properties through registration and inspection.
- 6. City takes a proactive approach to code compliance.

NATURAL AND DESIGNED BEAUTY

- Wolf River Corridor wildlife habitat and greenway are preserved and enhanced with appropriate public uses.
- 2. Top-quality parks and greenspaces with trees exist throughout the City.
- 3. Buildings, homes and developments are attractive and conform to the City's design and development standards, including signage and fences.
- Developments are designed for sustainability and environmental sensitivity.
- Public spaces, lighting, medians and corridors are beautifully landscaped and well maintained with underground utilities.
- Public art is throughout the City including public spaces and commercial areas.

EXCEPTIONAL LEISURE, CULTURAL AND RECREATIONAL OPPORTUNITIES

▶ Means

- City has top-quality parks with a variety of amenities, including equipment, athletic and practice fields, picnic areas and playgrounds.
- C. O. Franklin Park is a multi-use regional park and facility, including an arena, equestrian grounds and amphitheater.
- 3. Germantown Centre has recreational and athletic venues for all ages.
- Germantown Performing Arts Centre (GPAC) is a year-round entertainment venue providing a range of performances, programs and events for residents and region.
- City operates a top-quality library with state-ofthe-art services.
- A range of unique recreational, leisure and culture programs are available to residents.

EXCELLENT SCHOOLS – THE BEST IN TENNESSEE

▶ Means

- 1. Top-quality schools are available within Germantown both public and private.
- City and schools work together to provide a safe and positive learning experience for students (K-12).
- Schools provide educational enrichment programs and experiences for all students, including advanced courses, special needs and extracurricular activities.
- City government supports top-quality public schools through financial resources, facilities for school use, enrichment and educational programs, and police presence.
- Germantown public schools are provided by a special school district.
- Residents have access to adult educational opportunities for lifelong learning.

DIVERSE SHOPPING AND DINING CHOICES

▶ Means

- Shopping is convenient with a range of retail choices from distinctive specialty shopping to shopping for daily necessities.
- 2. Shopping areas are well designed, attractive, accessible and safe.
- Existing shopping centers and areas are continually updated and revitalized.
- People are coming to Germantown for a total shopping experience, including quality restaurants and entertainment.
- 5. Property owners and businesses take responsibility for property maintenance and appearance.
- Residents have retail shopping available so they do not leave Germantown.

PREMIER HEALTHCARE

- A full range of state-of-the-art hospital facilities, rehab centers and clinics are available.
- People come to Germantown for a range of medical services and specialties.
- Healthcare professionals are attracted, retained and live in our community.
- City provides responsive emergency medical services and transport.
- 5. City facilities and programs support a healthy lifestyle.

EASE OF MOBILITY

▶ Means

- Efficient traffic flow exists with minimal congestion.
- 2. Traffic has minimal impact on neighborhoods.
- Safe streets exist for automobiles, bikes and pedestrians.
- Streets and highways are well maintained neighborhoods, collectors, arterials and state roads.
- Dedicated bike and pedestrian routes and paths are connecting the City.
- Germantown is known for strong enforcement of traffic laws.

BUSINESSES HAVE OPPORTUNITIES TO SUCCEED

Means

- City government has a pro-business image while protecting Germantown's standards and character.
- Corporate headquarters and regional offices are located in the City.
- Small and medium size businesses continue to locate here and have an opportunity to grow.
- Germantown has dispersed major business centers with office campuses, "Class A" offices, research and development to include pilot plant operations supported by hotels and meeting spaces.
- Home-based businesses are regulated by the City to avoid impacts on residential neighborhoods.
- City has state-of-the-art technology infrastructure to support businesses.

PRIDE IN GERMANTOWN

- Citizens are active in City government by participating in policy development, in governance and in planning for the future.
- Citizens, community organizations and businesses contribute funds, share resources and volunteer time to building a better Germantown community.
- Citizens are well informed about City vision, goals, plans, programs and activities.
- Strong community events and festivals bring people together as a community.
- 5. Germantown residents respect our community's history, heritage and culture.

CITY OF GERMANTOWN OUR MISSION

City of Germantown – Our Mission

GERMANTOWN CITY GOVERNMENT is

FINANCIALLY SOUND

and WELL GOVERNED.

The City provides

EXCEPTIONAL SERVICES

RESPONSIVE TO CITIZENS NEEDS

and

TOP-QUALITY FACILITIES, PARKS

AND INFRASTRUCTURE.

Germantown City Government is

FINANCIALLY SOUND

▶ Means

- 1. City government has a diverse revenue base.
- 2. City leaders are stewards of the public's tax dollars and are responsible, prudent spenders.
- 3. City government has sufficient, sustainable revenues to support defined services and service levels.
- City government invests in the future by maintaining facilities and infrastructure, and expanding the City's tax base.
- 5. City government maintains a triple-A Bond Rating.
- The City government is financially accountable to the taxpayers through various City commissions with fiduciary responsibilities.

WELL GOVERNED

- Mayor, Aldermen, Boards and Commissions and City staff work together in harmony to provide effective leadership for the City government and the community.
- City government and leaders advocate for and protect the interests of the City of Germantown.
- The City government effectively uses boards, commissions and task forces in the governance process.
- City has positive working relationships with federal and state delegations and agencies.
- City has effective working relations with Shelby County, City of Memphis and other cities.
- Citizens are well informed and involved in City government.

The City Provides

EXCEPTIONAL SERVICES RESPONSIVE TO CITIZENS

▶ Means

- City government controls municipal services and defines service levels and providers.
- Professional services are provided with a personal approach – responsive, friendly and delivered in a costeffective manner.
- City workforce is professional, competitively compensated and motivated to serve the Germantown community.
- 4. City government uses state-of-the-art technology in service delivery.
- Citizens maintain a high level of satisfaction with City services.

TOP-QUALITY FACILITIES, PARKS AND INFRASTRUCTURE

Means

- City facilities are designed for operating effectiveness and long-term sustainability.
- Public facilities are attractive and inviting for public use.
- 3. The water treatment plant and distribution system are well designed and well maintained.
- The wastewater collection system is well designed and well maintained.
- Streets are well designed and well maintained, including curbs, gutters and sidewalks.
- Parks and greenway system are well designed and well maintained.
- 7. Effective storm water management and system handles water runoff and protects property.

CITY OF GERMANTOWN OUR CORE VALUES

City of Germantown – Our Core Values

We, the Germantown Managers and Employees,

Strive for S ERVICE Excellence

P RODUCE "A+" Results

Take the I NITIATIVE

Are R ESPONSIBLE

Are I NNOVATIVE

Practice T EAMWORK

The S.P.I.R.I.T. of Germantown

S-P-I-R-I-T of Germantown

SERVICE EXCELLENCE

▶ Means

- 1. Identifying and satisfying the citizens' needs and evaluating their level of satisfaction.
- Listening to and caring about the citizens: their needs and feelings.
- 3. Respecting others, being courteous and friendly.
- Providing timely response to requests, calls and correspondence.
- 5. Providing accurate, timely information and reports.
- 6. Having flexibility, creativity and initiative to adjust to the situation and the citizens.

PRODUCING "A+" RESULTS

Means

- 1. Using City resources effectively to achieve the best results.
- 2. Looking for better policies and best practices that produce desired outcomes.
- 3. Evaluating the results and outcomes; improving for next time.
- Developing quality employees: new knowledge and skills and basic competencies.
- Exceeding citizens' expectations.
- 6. Helping citizens to understand the value for their tax dollars.

INITIATIVE

- 1. Proactively doing your job.
- 2. Anticipating and preventing potential problems.
- 3. Looking for opportunities on the horizon.
- 4. Creating and implementing new solutions.
- 5. Tackling problems "head on."
- 6. Going the "extra mile" without being told to do so.

RESPONSIBLE

▶ Means

- Taking responsibility for the actions, being accountable for the results.
- 2. Being honest and straightforward.
- Looking for ways to say "yes" or explaining when you have to say "no."
- 4. Having a positive attitude.
- 5. Making sound decisions within your defined responsibility.
- 6. Acting with integrity and fairness.

INNOVATIVE

▶ Means

- 1. Doing things better and finding ways to maximize value.
- Maintaining and improving job skills through professional development.
- 3. Accepting change.
- 4. Using new ideas or approaches.
- 5. Evaluating the outcomes.
- 6. Creating an environment for risk taking and innovation.

Teamwork

- 1. Working as a team to complete a task or share resources.
- 2. Being an active team player.
- 3. Knowing and taking care of your role and responsibilities.
- 4. Working with others in a cooperative manner.
- Actively Supporting the City, Board of Mayor and Alderman and administration policies and decisions.
- 6. Communicating in a timely, open manner.

GERMANTOWN GOALS 2010

Germantown Goals 2010

PUBLIC SAFETY PLAN 2005 – 2010

- 1. Safest City in Southeast
- 2. Proactive Approach to Community Safety
- 3. Effective Emergency Response
- 4. Safe Buildings and Homes
- 5. Top-quality Police and Fire Work Force

ECONOMIC SUSTAINABILITY PLAN 2005 – 2010

- 6. Business Development
- 7. Redevelopment of the Heart of Germantown
- 8. Vibrant Quality Retail Economy
- 9. Premier Regional Medical Facilities
- 10. Opportunities for Home Based Businesses and Offices

COMMUNITY VITALITY PLAN 2005 - 2010

- 11. Germantown The Preferred Place to Live
- 12. Enhanced Residential Neighborhoods
- 13. Development and Redevelopment Consistent with Germantown Character
- 14. Connectivity and Ease of Movement
- 15. Beautiful Community

QUALITY OF LIFE PLAN 2005 – 2010

- 16. Vibrant Community
- 17. Lifelong Learning
- 18. Parks, Green Spaces, and Natural Areas throughout Germantown
- 19. Recreational and Entertainment Opportunities for an Active Lifestyle
- 20. Cultural and Arts Enrichment
- 21. Personal Wellness of Our Residents

CITY SERVICES AND FINANCES PLAN 2005 – 2010

- 22. Financial Sustainability
- 23. Service Excellence
- 24. Services Valued by Our Customers
- 25. Services Delivered in the Most Cost Effective Manner
- 26. Civic Involvement

Public Safety Plan

Goals 2005 - 2010

GOAL 1

SAFEST CITY IN SOUTHEAST

Objectives

- 1. People are safe and feel secure
- 2. Low crime rate: Part 1 (Persons) and Part 2 (Property)
- 3. No fire fatalities, low property loss and no injuries due to fires
- Residents and businesses taking responsibility for making a safe community
- Safe streets and traffic movement through an effective master road plan, traffic management and control, and traffic enforcement
- Effective community policing integrated into the daily operation of the Police Department

GOAL 2

PROACTIVE APPROACH TO COMMUNITY SAFETY

▶ Objectives

- Residents and businesses educated about community safety issues and responsibilities
- Effective communications through regional communication system (interoperability)
- Awareness of national trends and "Best Practices" and how they apply to our community and fire and police departments
- Effective plan for natural disaster and major emergency: preparation, response and recovery
- 5. Citizens and the community taking responsibility to prevent safety problems from occurring
- . Residents volunteering and participating in police and fire reserve programs

GOAL 3

EFFECTIVE EMERGENCY RESPONSE

▶ Objectives

- Meeting response time standards: Fire

 5 minutes; EMS 5 minutes; Police

 Priority 3 minutes
- 2. Emergency response for all types of hazards
- Response by highly trained, professional public safety personnel prepared to handle the emergency
- 4. Right equipment and resources available to handle the emergency response
- Emergency medical transport ambulance service with state-of-the-art patient care operated by the City
- Effective communications and dispatch facilitating the emergency response

GOAL 4

SAFE BUILDINGS AND HOMES

▶ Objectives

- 1. Building and development codes promoting fire safety
- 2. Effective use of fire protective systems and emergency technology
- 3. Educated community on home and personal safety
- 4. Protective sprinklers for all new construction required by ordinance.
- Developments designed with multiple entries for fire and police emergency response

GOAL 5

TOP-QUALITY POLICE AND FIRE WORKFORCE

▶ Objectives

- 1. Hiring and retaining the "best public safety employees"
- Highly skilled professional workforce dedicated to serving the Germantown community
- Training and educational opportunities available to develop knowledge, skills, and abilities at all levels
- 4. Specialized training available for special Police and Fire units: SWAT (Special Weapons and Tactics), SORT (Special Operations and Rescue Team, Hazmat (Hazardous Materials Response Team), and USAR (Urban Search and Rescue)
- Competitive compensation and benefits for Public Safety Managers and personnel

Economic Sustainability Plan

Goals 2005 - 2010

GOAL 6

GOAL 7

GOAL 8

GOAL 10

BUSINESS DEVELOPMENT

▶ Objectives

- 1. Germantown having a business identity and brand
- 2. Presence of corporate and regional headquarters
- 3. Technology based or related businesses, including laboratory research and pilot plant
- Dispersed businesses centers and successful business parks at Germantown Business Park, Forest Hill Heights and other locations
- Business centers and office parks have unique designs and landscaping

REDEVELOPMENT OF THE HEART OF GERMANTOWN

▶ Objectives

- Mixed use (residential and nonresidential) development in the heart of the City area
- 2. Strong retail businesses and office development for professional services
- People living in the heart of the City area lofts, above business condos, townhouses
- 4. Pedestrian friendly layout linked to Citywide path/trail system
- 5. Mid-rise buildings with mixed uses that are attractive and inviting for people
- 6. Creating a sense of place for the community

VIBRANT QUALITY RETAIL ECONOMY

▶ Objectives

- 1. Shopping centers that are attractive, safe and are inviting to customers
- Competitive and distinctive retail businesses with convenient store hours tailored to Residents and attracting shoppers from other cities
- 3. No empty storefronts (100% occupancy rate)
- 4. Retail businesses generating revenues for the City helping to balance our tax base
- Minimal sales tax leakage to other cities and states with residents shopping in Germantown
- Retail businesses contributing to the Germantown community through resources and partnerships

PREMIER REGIONAL MEDICAL FACILITIES

GOAL 9

▶ Objectives

- Full-service medical and healthcare providers serving the mid south region
- 2. Shared vision for the Medical Corridor among the City and providers
- 3. "Buy in" and support for the shared vision from the medical community, key business leaders, and civic leaders
- 4. Medical and healthcare professionals choosing to live in Germantown
- Public understanding the Regional Medical vision and its impact on the quality of medical and healthcare service available in Germantown

OPPORTUNITIES FOR HOME-BASED BUSINESSES AND OFFICES

Objectives

- An environment that supports successful home-based businesses
- 2. Home-based businesses not impacting the neighborhood's integrity
- 3. Support businesses that serve home-based businesses
- 4. Technology infrastructure for homebased businesses
- 5. City supporting telecommuting residents

Community Vitality

Goals 2005 - 2010

GOAL 11

GERMANTOWN – THE PREFERRED PLACE TO LIVE

▶ Objectives

- Attractive City with green space and natural areas that are well designed and well maintained, both public areas and private developments
- 2. People feeling safe and secure throughout our City
- 3. Quality homes and neighborhoods
- Quality schools available in the community and within our neighborhoods
- Citizens participating and taking ownership in Germantown resulting in true community pride
- Protection of property values through controlled development

GOAL 12

ENHANCED RESIDENTIAL NEIGHBORHOODS

▶ Objectives

- Consistent residential character in each neighborhood
- 2. High percentage (90% or higher) of home ownership in every neighborhood
- 3. Well-maintained and modernized homes and landscaping
- 4. Well-maintained neighborhood streets, fences and sidewalks
- Well-maintained sewer/water system and storm drain system providing protection from flooding
- Neighborhood associations bring neighbors together taking responsibility for their neighborhoods and supporting neighbors helping neighbors

GOAL 13

DEVELOPMENT AND REDEVELOPMENT CONSISTENT WITH GERMANTOWN CHARACTER

▶ Objectives

- 1. Well built, well designed new developments
- 2. Development and redevelopment meeting City design standards
- 3. Redevelopment and reuse of older commercial and residential areas
- 4. Low-medium density development
- 5. Higher density, taller buildings in specific overlay mixed use areas
- 6. Range of amenities for residents to use and enjoy

GOAL 14

CONNECTIVITY AND EASE OF MOVEMENT

▶ Objectives

- 1. Effective road system for automobiles
- Traffic design management and control facilitating movement within and through Germantown
- Well maintained major roads and collector streets
- 4. Readable, attractive regulatory signs and street name signs
- Safe streets through effective enforcement of traffic and speed laws (zero tolerance)
- Adherence to the Major Road Plan in development plans and policy decisions

GOAL 15

BEAUTIFUL COMMUNITY

▶ Objectives

- Well-designed, well-maintained public streetscapes, medians, public spaces and parks throughout our City
- 2. Tree canopy on major streets and in neighborhoods
- Distinctive entry gateways on major corridors that are signature for Germantown
- Development and building designed consistently within Germantown design standards and environmental sensitivity
- 5. Neighborhoods attractive, well maintained and aesthetically pleasing
- Visual public art throughout the City facilities, public spaces and commercial developments

Quality of Life Goals 2005 - 2010

GOAL 16

VIBRANT COMMUNITY

▶ Objectives

- A strong sense of community where residents feel connected and are engaged
- 2. Welcoming and integrating new residents into the Germantown community
- 3. Strong community foundation supporting arts and culture, library, environmental education, and other community programs and services
- 4. Exceptional community events and festivals bringing our residents together
- Schools serving as community hubs available for use by residents and organizations, and providing opportunities to bring different generations together for learning, recreation and enjoyment
- Residents, businesses and organizations taking responsibility for making Germantown a better community through volunteering and contributing resources
- 7. Having a sense of place and offering a unique living style

GOAL 17

LIFELONG LEARNING

▶ Objectives

- Top-quality library recognized for excellence in our programs and services to the community
- Top-quality public education (best in Tennessee) that prepares graduates to be responsible adults and for higher education or twenty-first century jobs
- 3. Education resources for youth offered by our City to public, private schools, and home schooled children
- Lifelong learning and home-schooling opportunities offered by Police, Fire, Parks and Recreation, Germantown Performing Arts Centre and Library
- Opportunities for parents to be involved in the educational experiences of their children
- 6. Intergenerational learning opportunities promoted and available at the Germantown Performing Arts Centre, Library and Parks and Recreation
- 7. College degree programs and continuing education available in our community
- The creation of a special school district for Shelby County and Germantown that has the governance and decision making closer to the community
- City support quality public education providing financial resources; allowing use of parks, ball fields, and facilitates; having an active police presence in schools; and developing specialized programs

GOAL 18

PARKS, GREENSPACES, AND NATURAL AREAS THROUGHOUT GERMANTOWN

Objectives

- Community and neighborhood parks within one-half mile of all Germantown residents
- C. O. Franklin Park as a regional destination park offering botanical garden, amphitheater, event space, equestrian center and show grounds
- Greenway system preserved and available for public access and use
- Outdoor athletic complexes offering quality fields for competitive sports and recreational opportunities
- Well designed, well maintained parks and green spaces throughout our City
- 6. Environmental education opportunities at the Wolf River Natural Area
- 7. Parks offering choices: passive and active, variety of playground equipment, range of venues for public use and enjoyment
- Improved Municipal Square Park for community events and celebrations

GOAL 19

RECREATION AND ENTERTAINMENT OPPORTUNITIES FOR AN ACTIVE LIFESTYLE

▶ Objectives

- City programs and services responsive to changing leisure time and recreational activity trends and residents' needs
- Top-quality recreation and athletic venues, programs, and services offered by Parks and Recreation and by private institutions and schools
- Team sports available to all residents with quality athletic fields and practice facilities for recreational leagues, competitive leagues and tournaments
- 4. Quality restaurants and outlets for all residents for social interaction and connecting with people
- 5. Variety of choices for recreation and entertainment offered by the City and private sector
- 6. Evening entertainment venues offering music and live performances
- 7. Recreational and athletic venues for all ages offered by the Germantown Centre

GOAL 20

CULTURAL AND ARTS ENRICHMENT

▶ Objectives

- 1. Germantown Performing
 Arts Centre an
 entertainment venue
 providing year-round
 programs, performances,
 and events for
 Germantown residents and
 the region
- Range of comprehensive cultural arts performances, programs, and services offered by the Germantown Performing Arts Centre, Library and Parks and Recreation
- Residents having improved access to arts and cultural performances, programs, and venues in the region
- 4. Individuals, businesses and organizations donating to support arts and culture
- The City through the Library, Germantown Performing Arts Centre and Parks and Recreation, partnering and supporting arts and cultural organizations
- Visual public art throughout the City, City facilities and public spaces

GOAL 21

PERSONAL WELLNESS OF OUR RESIDENTS

▶ Objectives

- Full range of quality medical and healthcare service providers available in our City
- Comprehensive, state-ofthe-art fitness and wellness facilities, programs and services offered at Germantown Centre
- 3. Personal enrichment opportunities at the Library, Germantown Performing Arts Centre and Parks and Recreation
- Pathways and trail systems for physical fitness through biking, running, jogging and walking
- A healthy lifestyle promoted through City sponsored events and activities
- Health and physical
 education promoted by
 Parks and Recreation for all
 ages